Confidential

QuickChek
FOOD STORES

Quick Chek Food Stores

Manufacturer Exclusive Contract Test
Data Comparison
January 1998

51842 9552

Source: https://www.industrydocuments.ucsf.edu/docs/hsbp0000

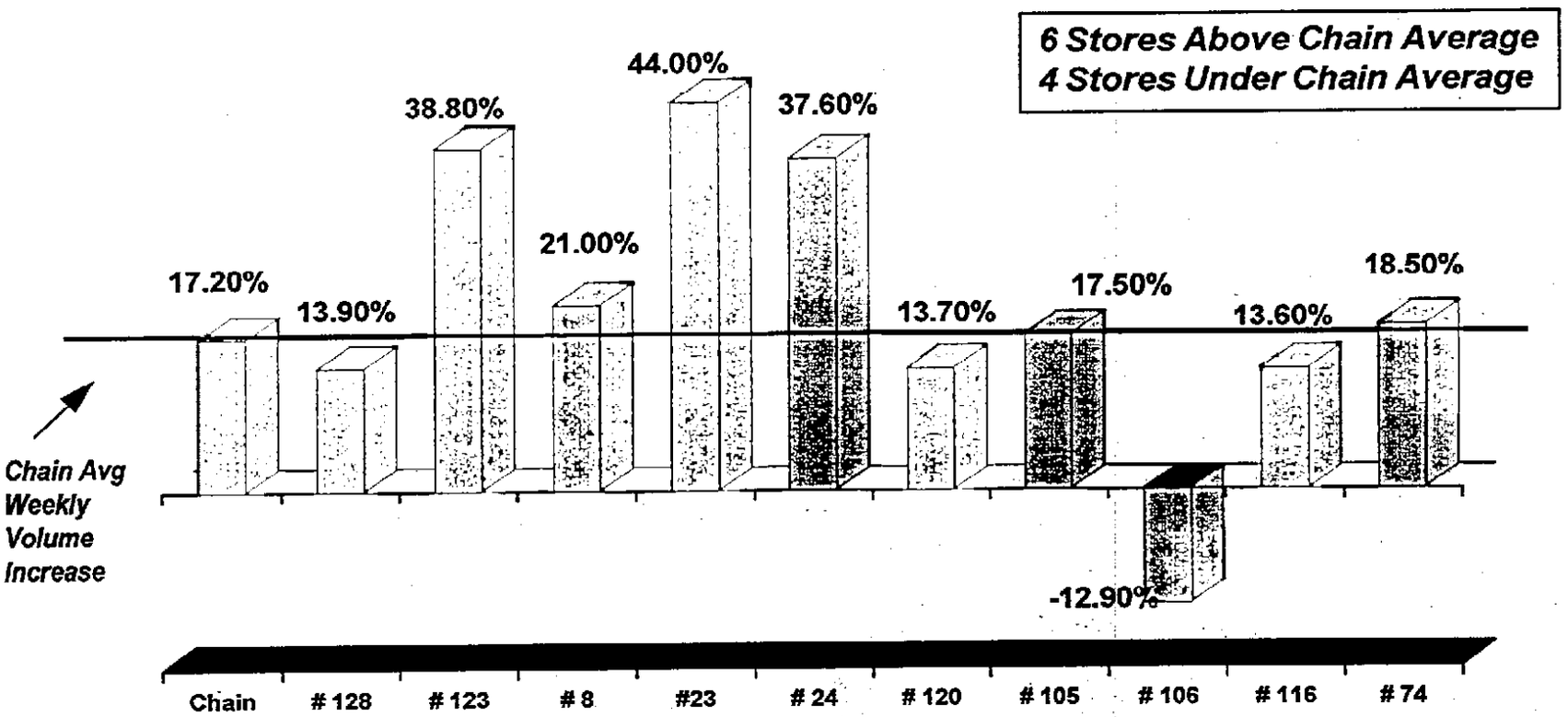
The following information was compiled from data using the RJR Account Information Management System. The data reflects cartons shipped to Quick Chek stores from McLane and Consolidated-Simon Distributors.

All information is confidential and intended for the use of Quick Chek Executive Management.

51842 9553

Source: https://www.industrydocuments.ucsf.edu/docs/hsbp0000

Quick Chek Food Stores
Manufacturer "Exclusive" Display Test
Chain Average Weekly Volume Vs Test Stores
Cartons Shipped To Stores 2nd Half 1997 Vs 1st Half 1997



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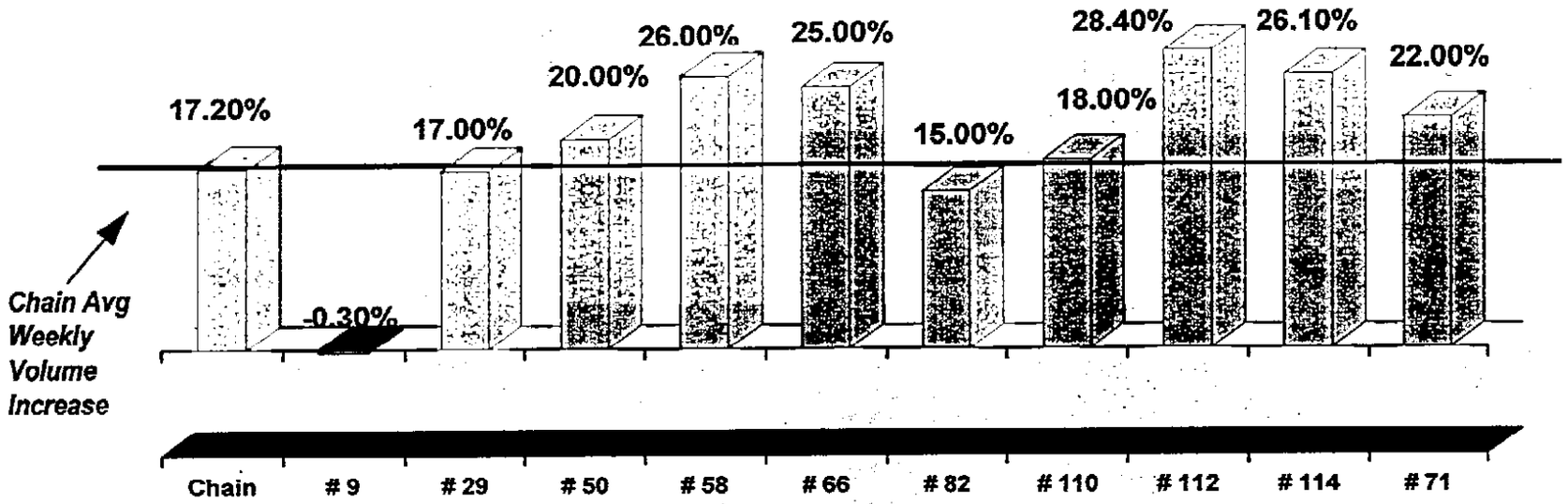
Quick Chek Food Stores
Manufacturer "Exclusive" Display Test
Chain Average Weekly Volume Vs Control Stores
Cartons Shipped To Stores 2nd Half 1997 Vs 1st Half 1997

7 Stores Above Chain Average
3 Stores Under Chain Average



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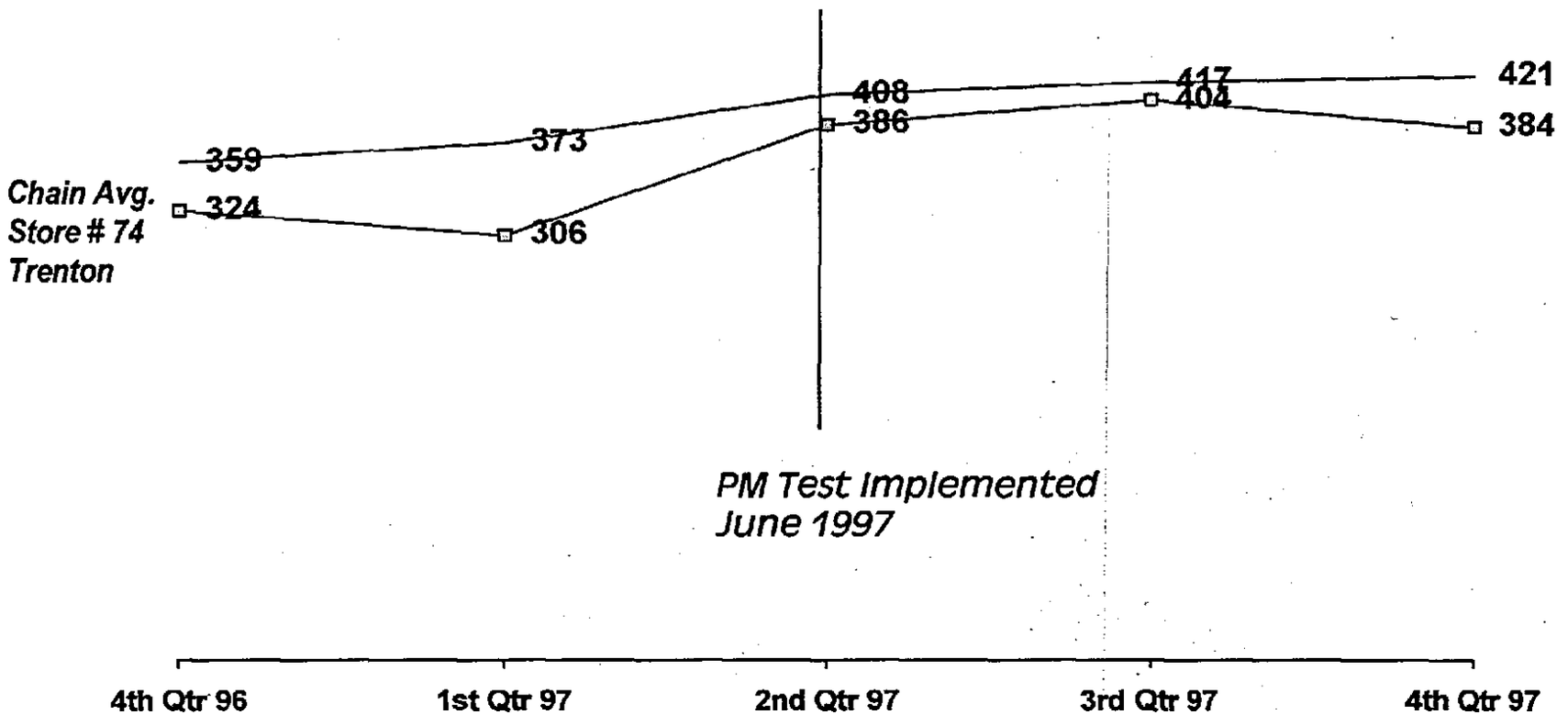
Quick Chek Food Stores
Comparison Of Philip Morris Exclusive Contract Stores
Vs Chain Average Store Volume
***Cartons Shipped To Stores** 2nd Half 1997 Vs 1st Half 1997*



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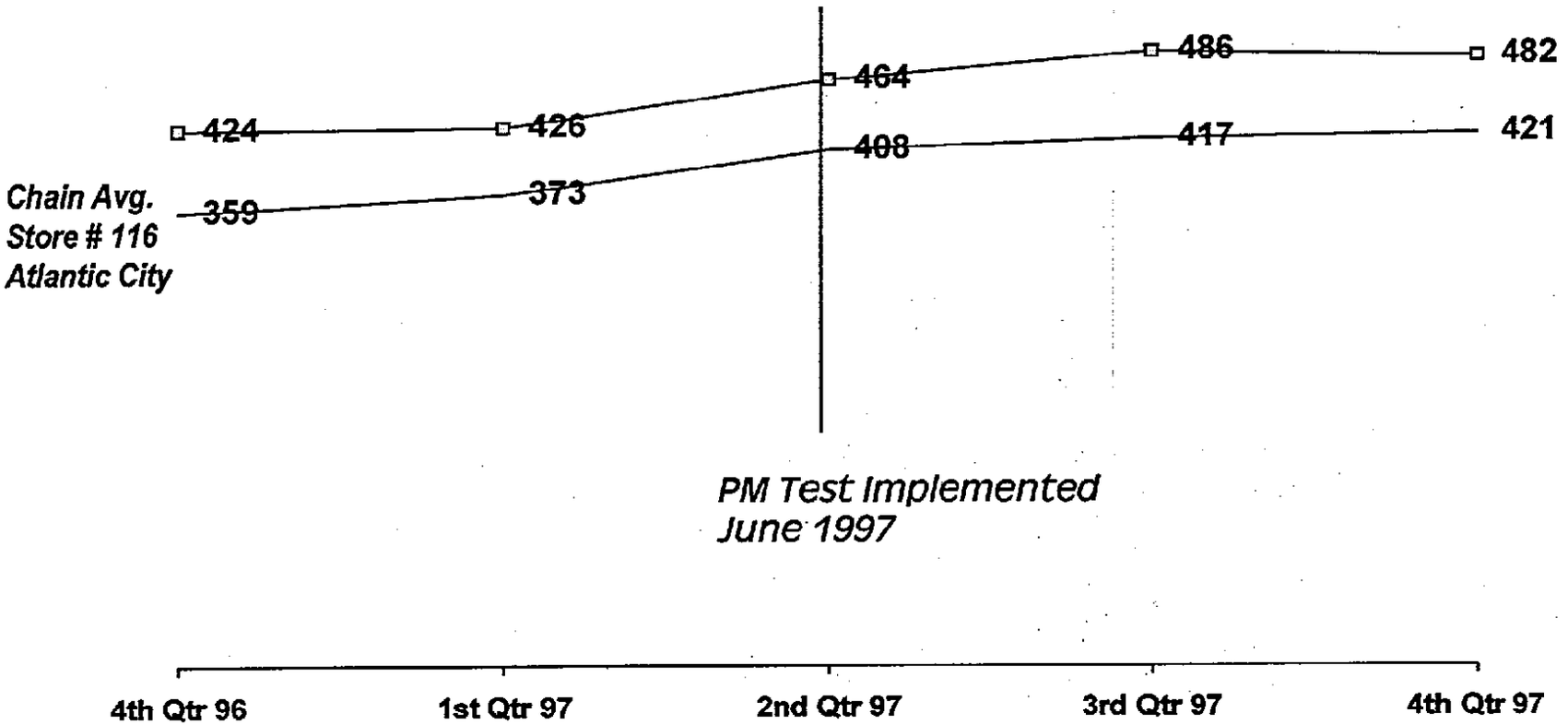

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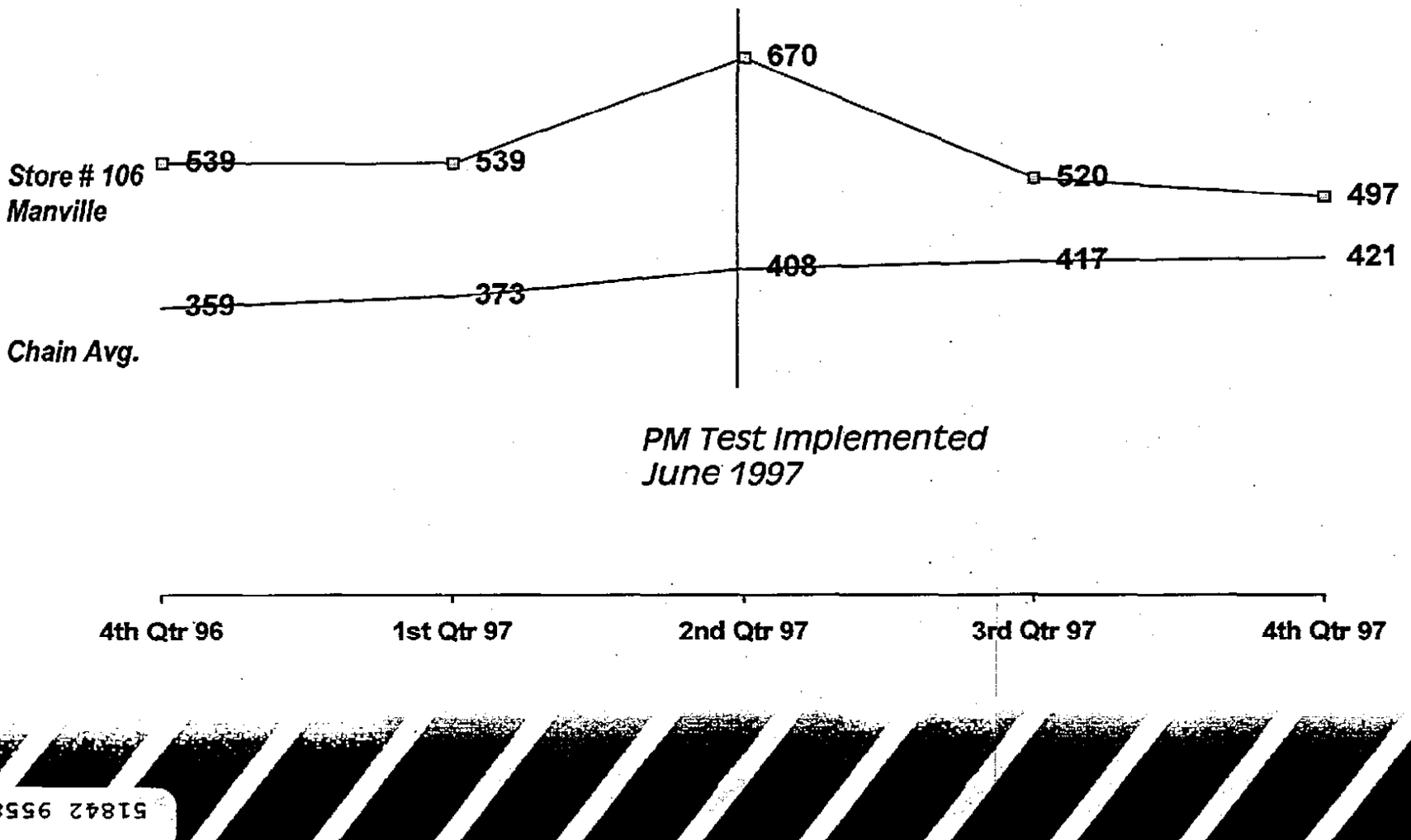

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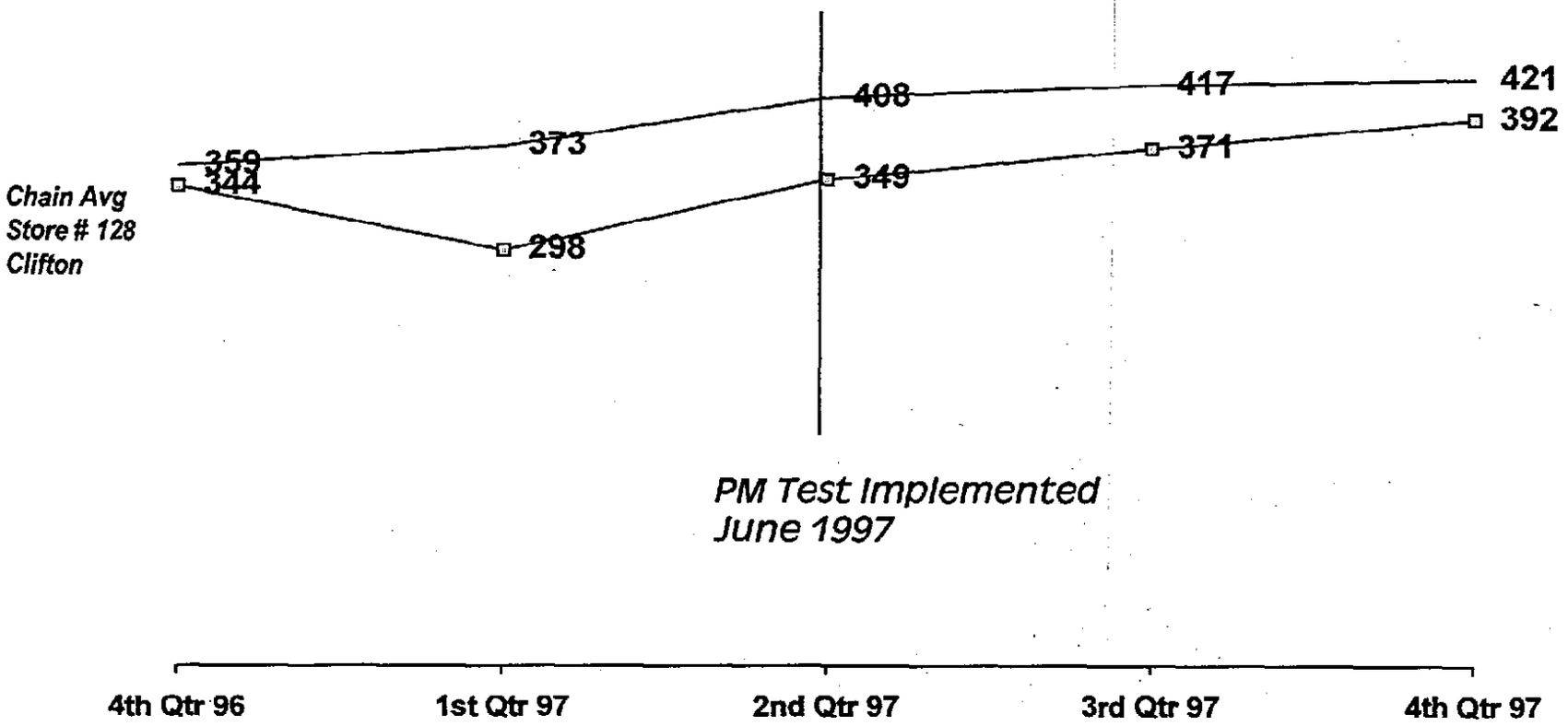

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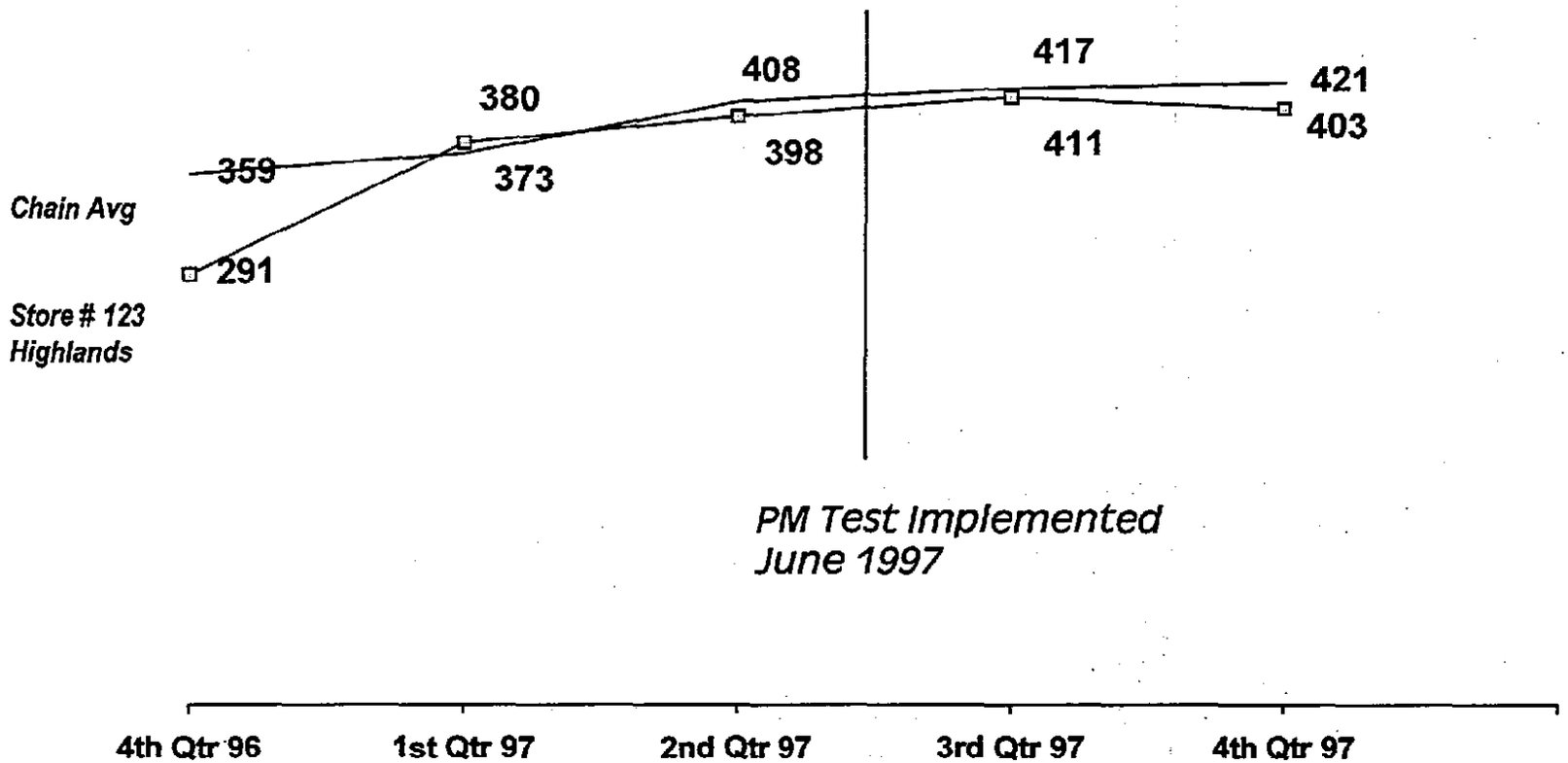

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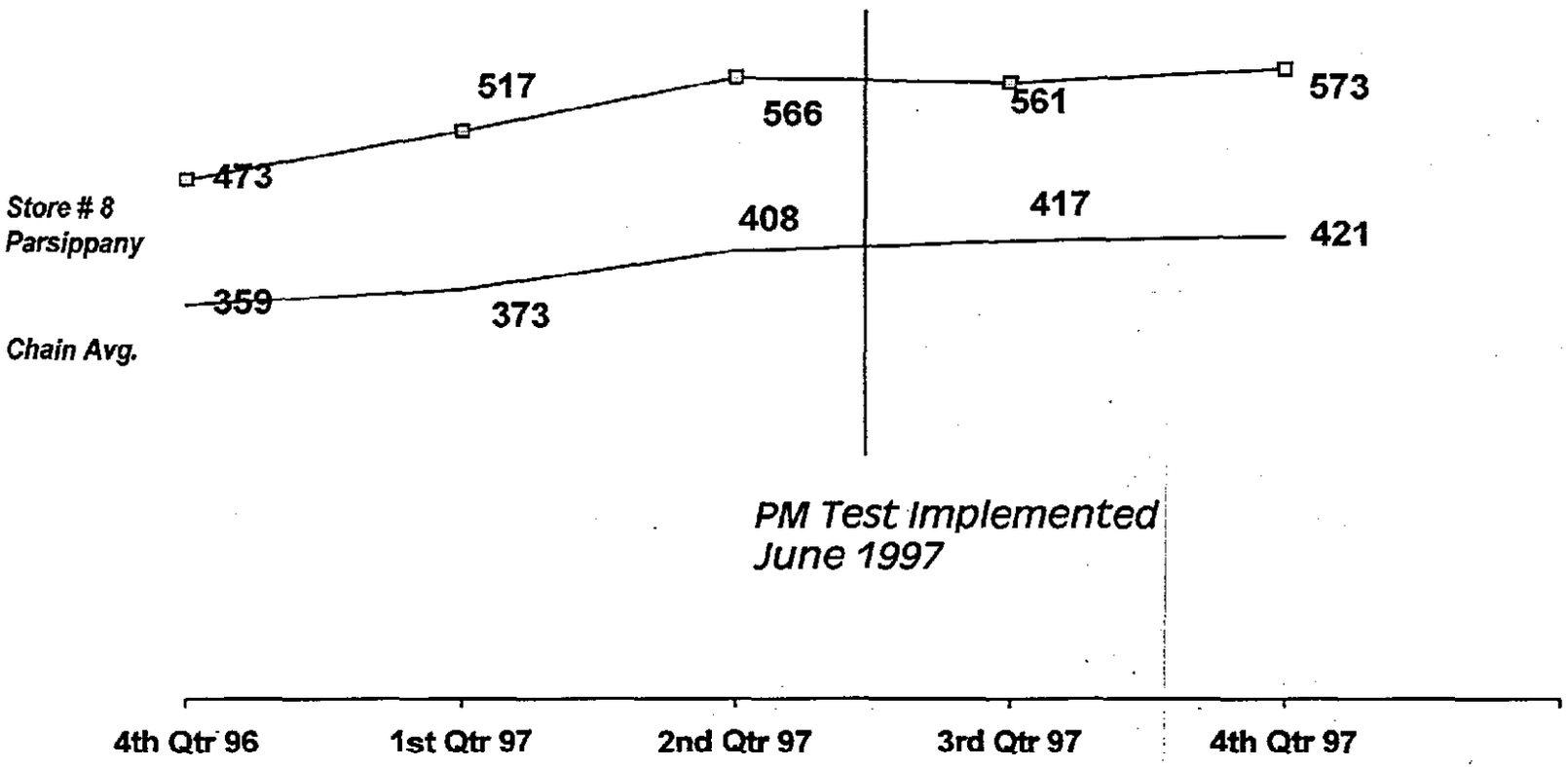
Quick Chek Food Stores
Comparison Of Philip Morris Exclusive Contract Stores Vs Chain Average Store Volume
Cartons Shipped To Stores 2nd Half 1997 Vs 1st Half 1997



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Source: https://www.industrydocuments.ucsf.edu/docs/hsbp0000

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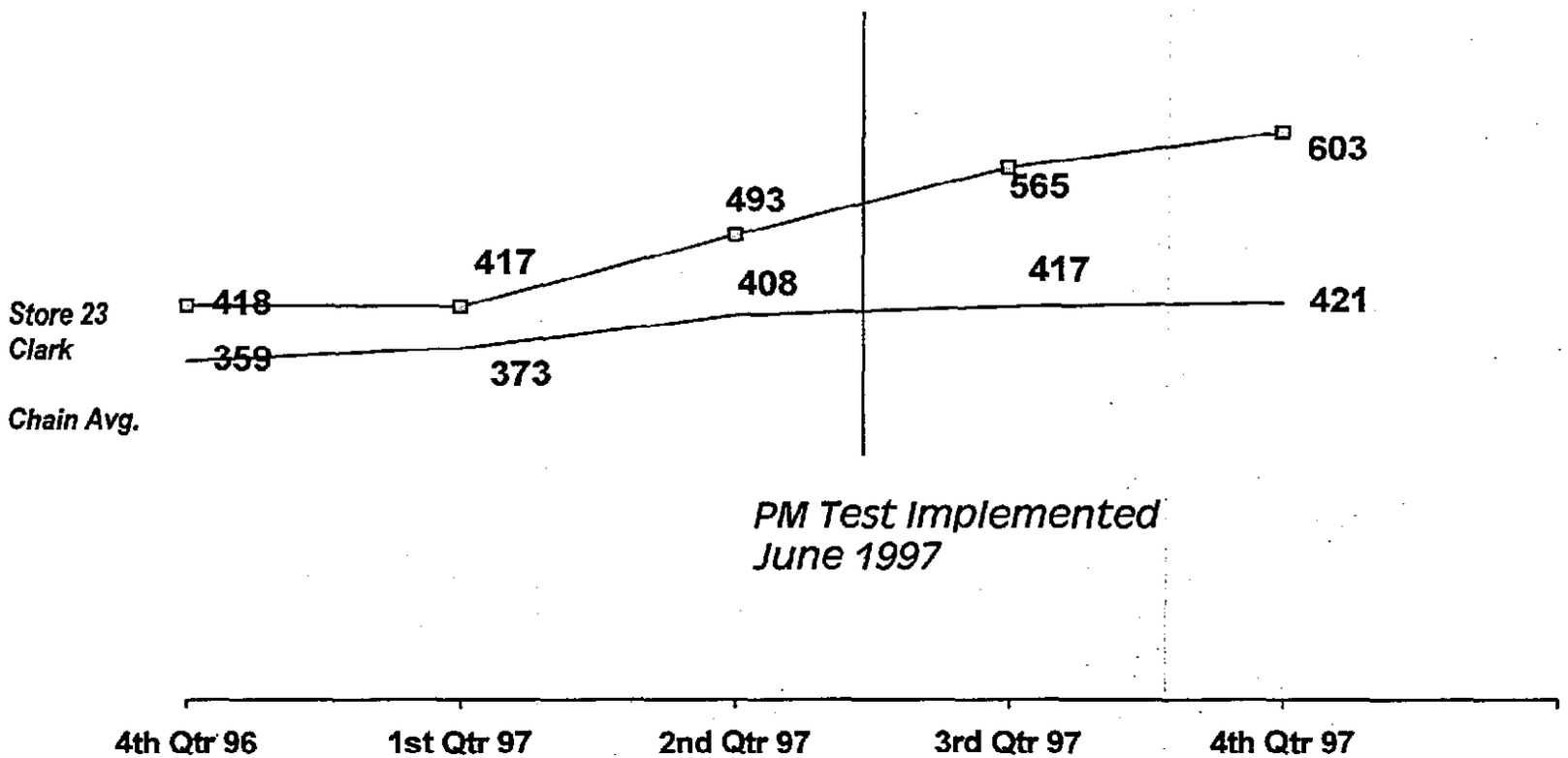
Vs Chain Average Store Volume
***Cartons Shipped To Stores** 2nd Half 1997 Vs 1st Half 1997*



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Source: https://www.industrydocuments.ucsf.edu/docs/hsbp0000

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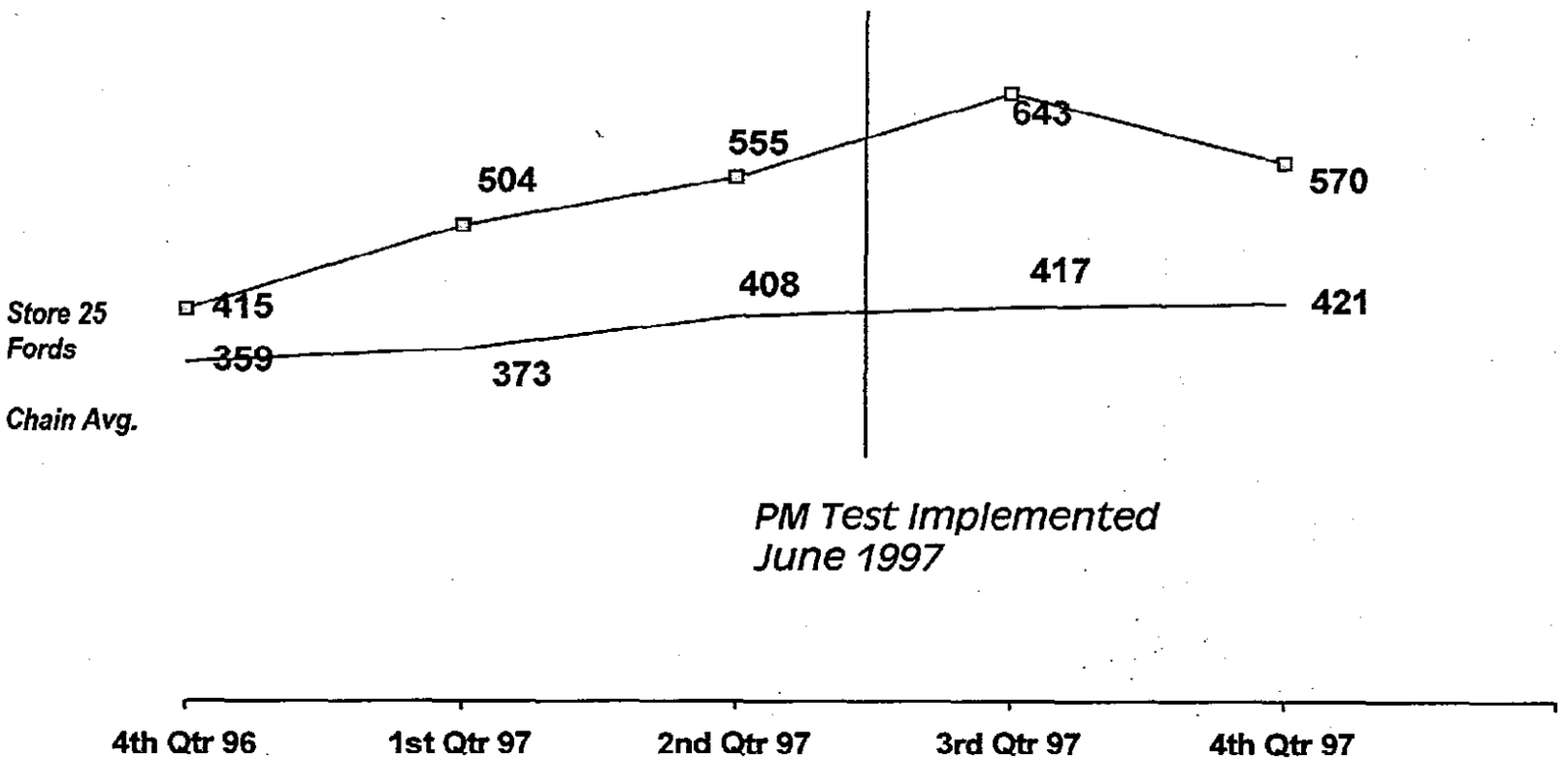
***Cartons Shipped To Stores** 2nd Half 1997 Vs 1st Half 1997*



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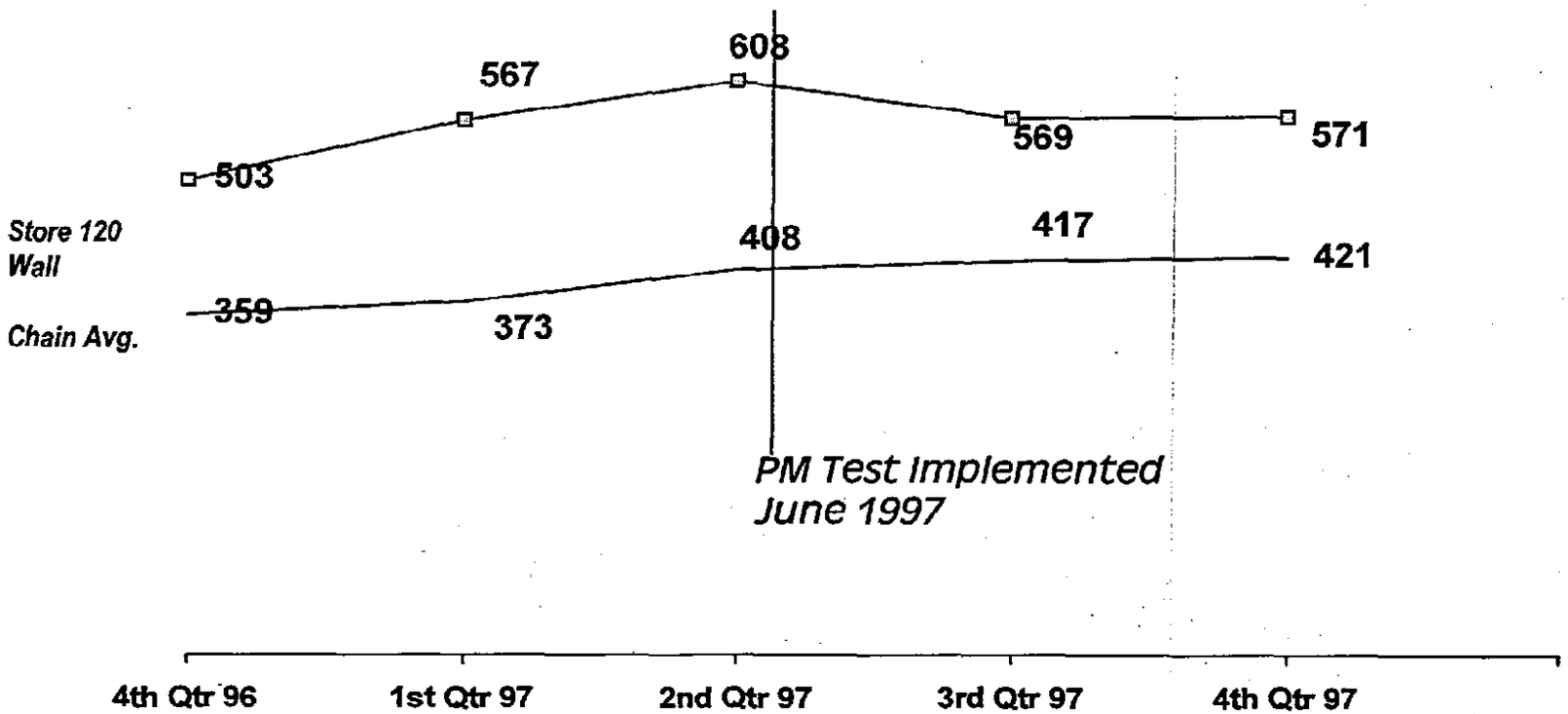

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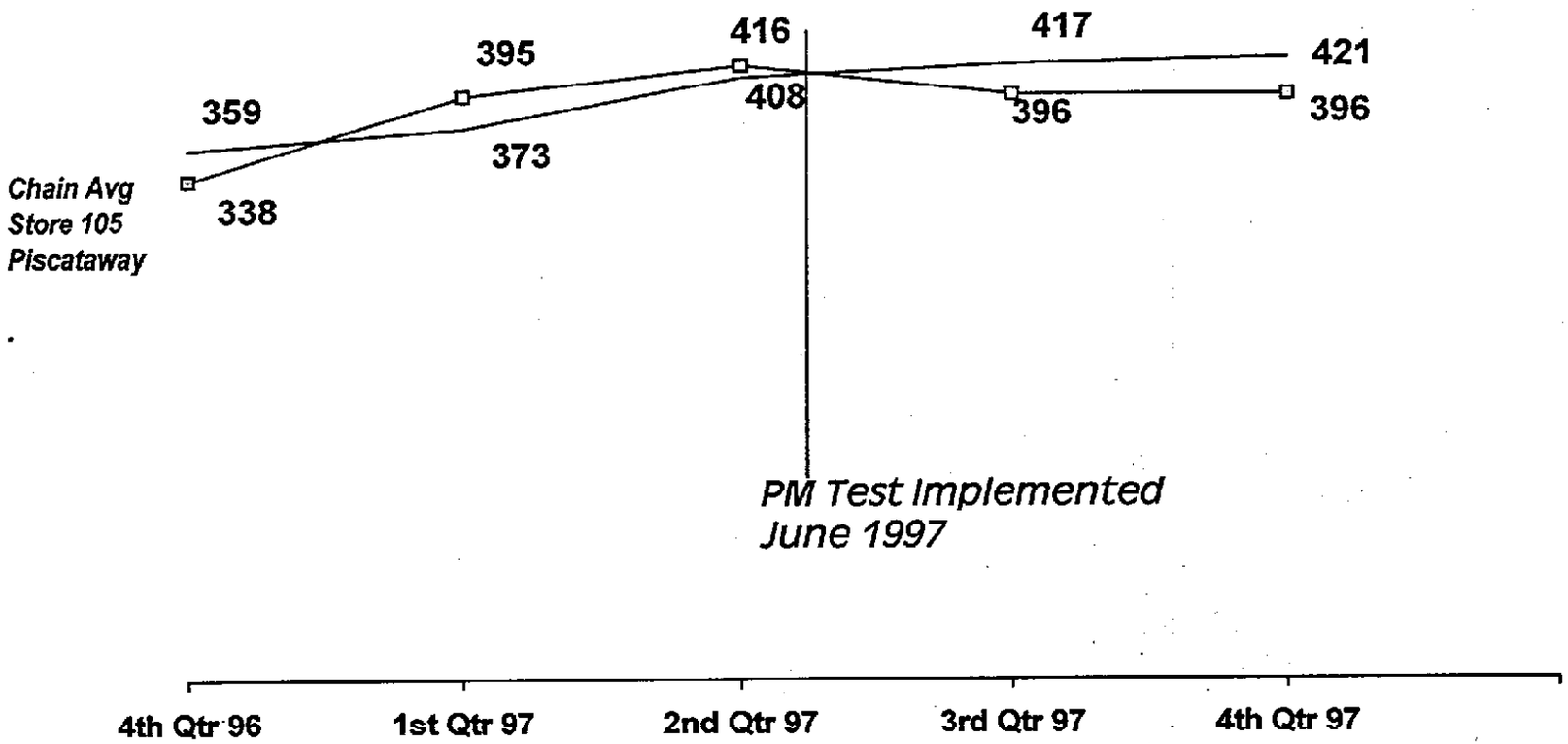
Source: https://www.industrydocuments.ucsf.edu/docs/hsbp0000

Quick Chek Food Stores
Comparison Of Philip Morris Exclusive Contract Stores
Vs Chain Average Store Volume
Cartons Shipped To Stores 2nd Half 1997 Vs 1st Half 1997



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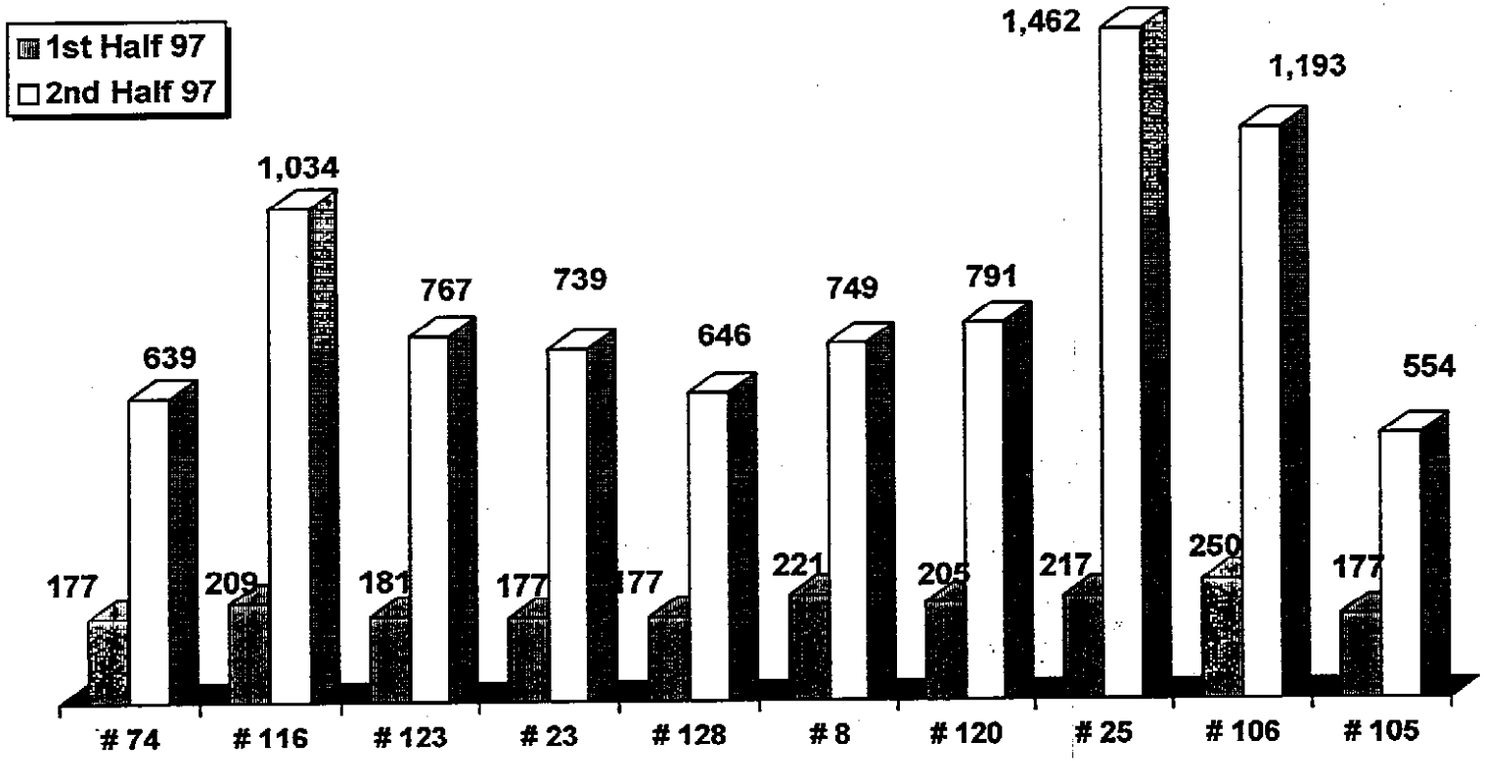
Source: https://www.industrydocuments.ucsf.edu/docs/hsbp0000

Quick Chek Food Stores
Manufacturer "Exclusive" Display Test
Comparison of Philip Morris Promotion
Cartons Shipped To Test Stores 2nd half 1997 Vs 1st Half 1997



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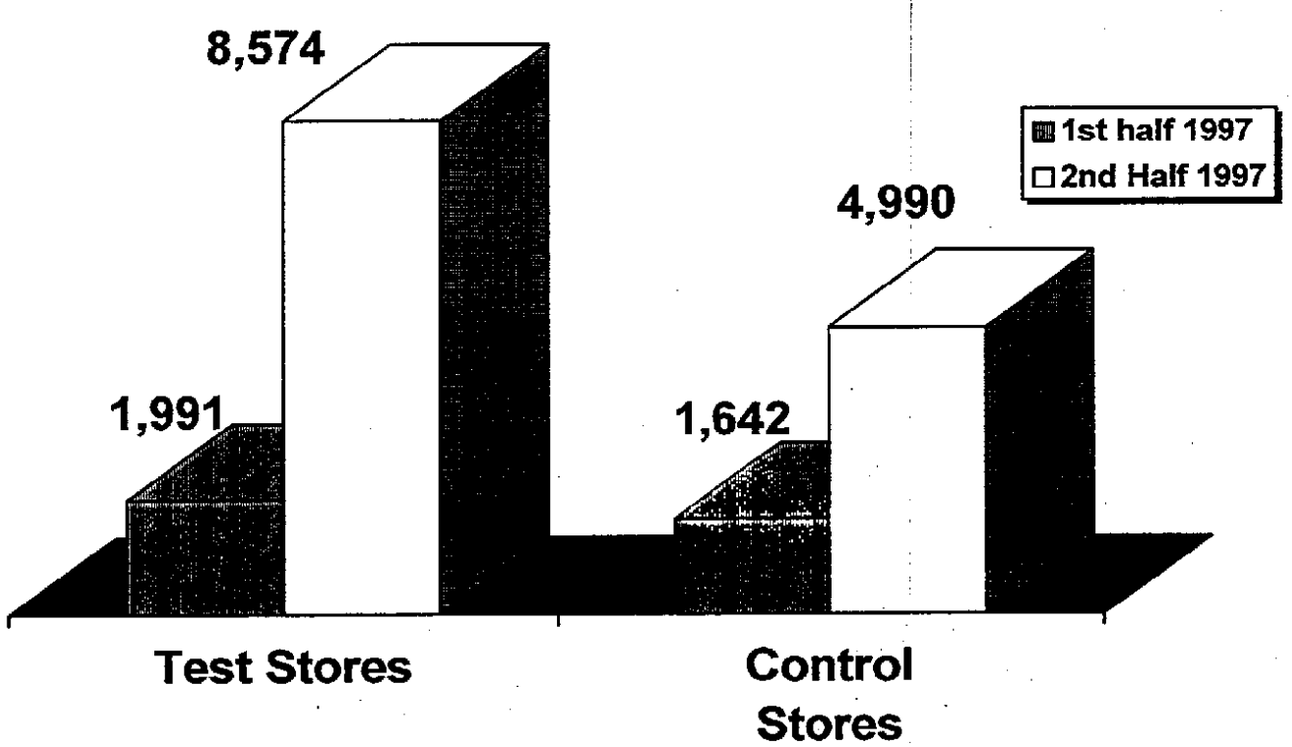
Source: https://www.industrydocuments.ucsf.edu/docs/hsbp0000

Quick Chek Food Stores
Manufacturer "Exclusive" Display Test
Comparison of Philip Morris Promotion
Cartons Shipped To Test Stores Grouped 2nd half 1997 Vs 1st Half 1997



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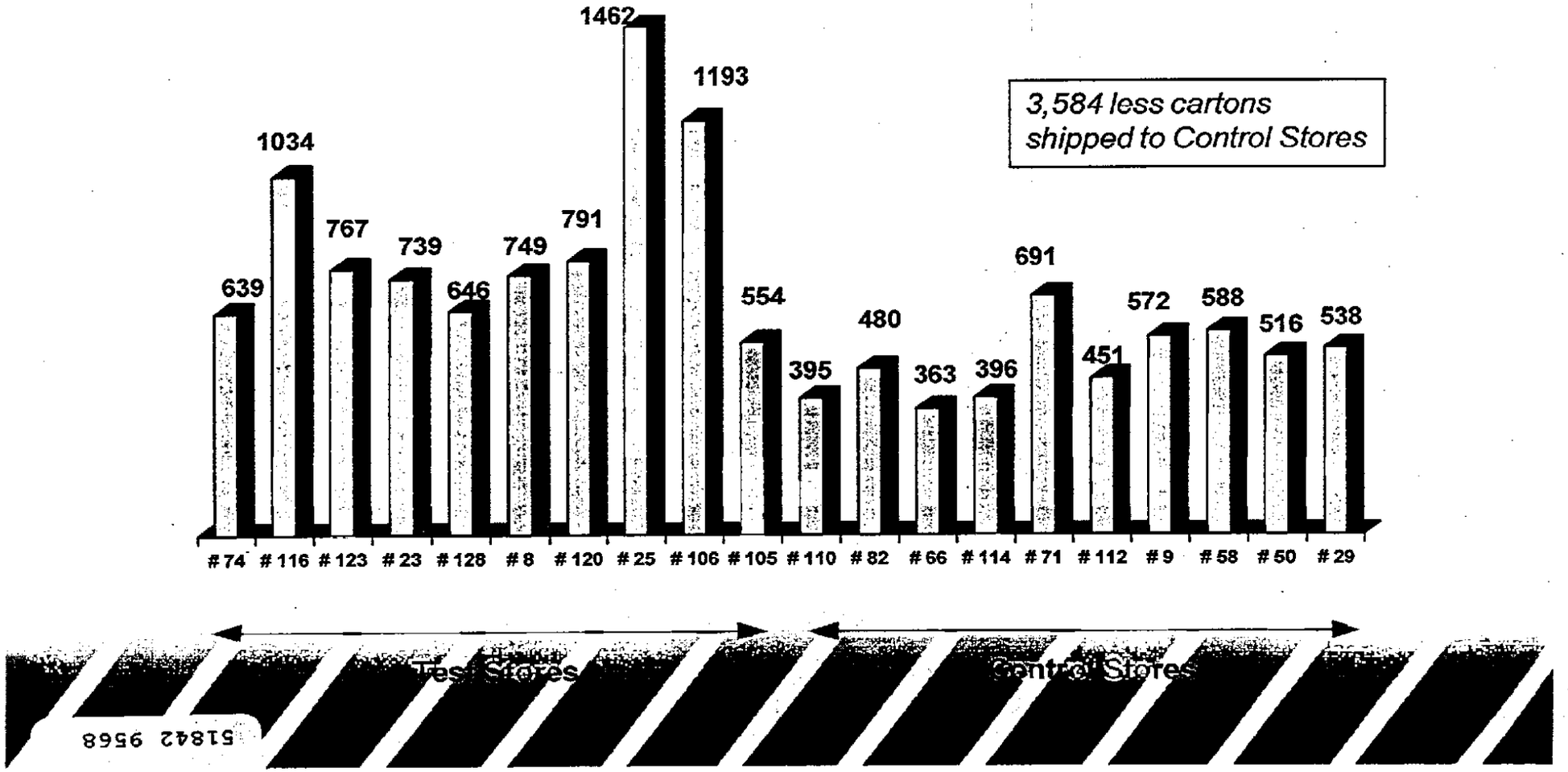
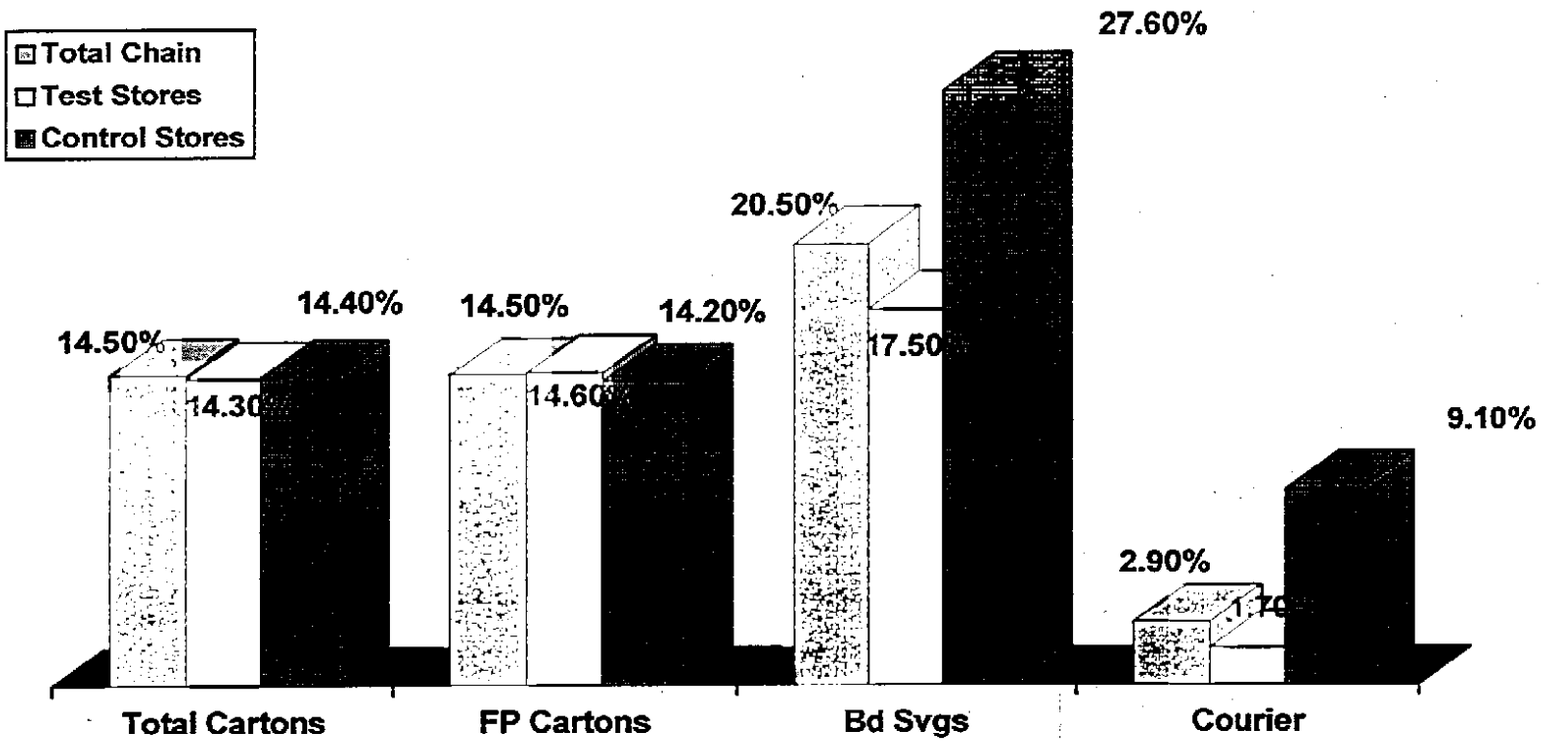
Source: https://www.industrydocuments.ucsf.edu/docs/hsbp0000

Quick Chek Food Stores
Manufacturer "Exclusive" Display Test
Comparison of Philip Morris Promotion Cartons Shipped
Test Stores Vs Control Stores- 2nd Half 1997



Source: https://www.industrydocuments.ucsf.edu/docs/hsbp0000

Quick Chek Food Stores
Manufacturer "Exclusive" Display Test
Test Stores Vs Control Stores (Grouped)- Compared With Total Chain
Cartons Shipped To Stores 2nd Half 1997 Vs 1st Half 1997



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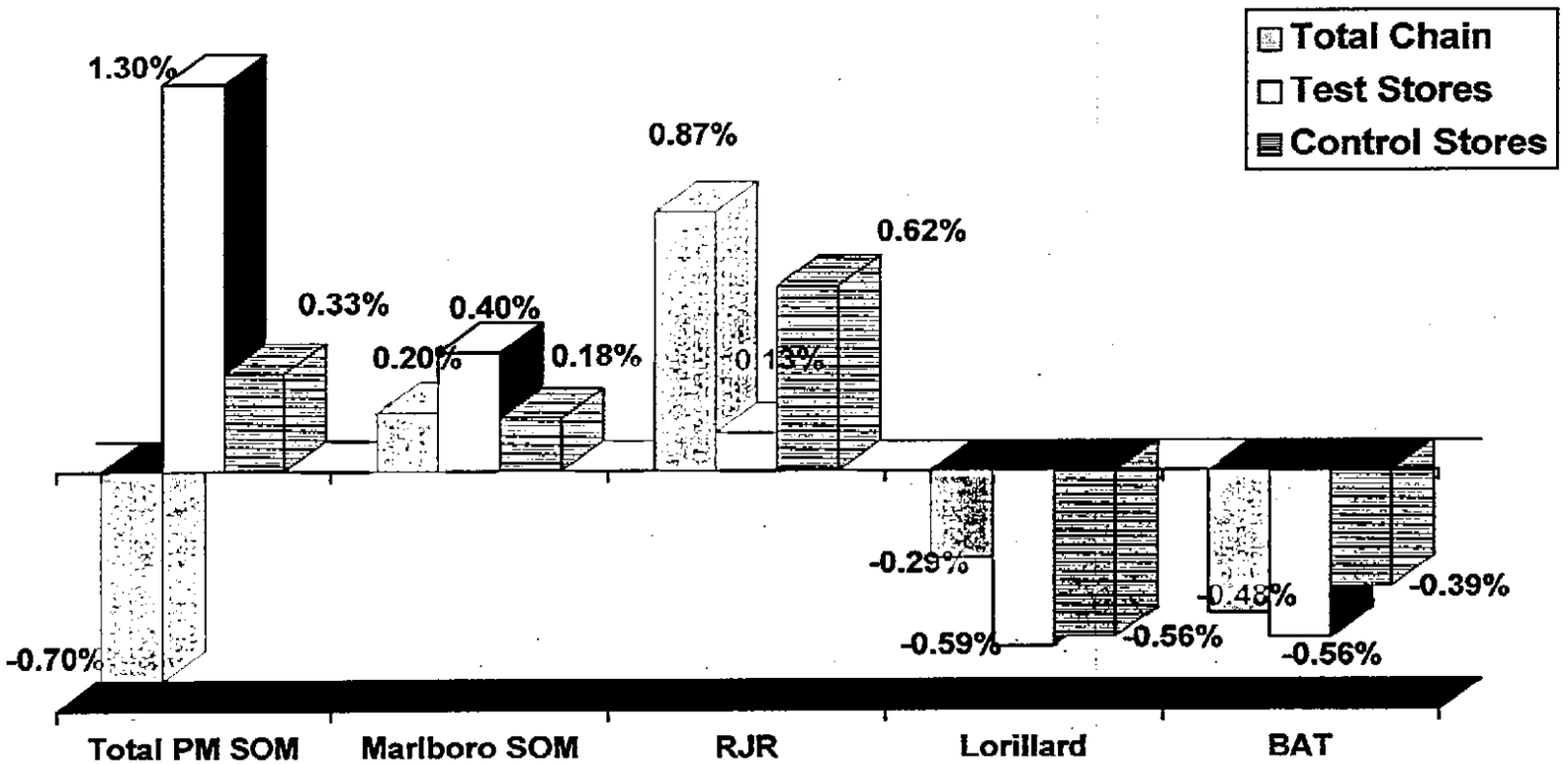
Source: https://www.industrydocuments.ucsf.edu/docs/hsbp0000

Quick Chek Food Stores
Manufacturer "Exclusive" Display Test
Manufacturer Share Performance
Test Stores Vs Control Stores (Grouped)- Compared With Total Chain
2nd Half 1997 Vs 1st Half 1997



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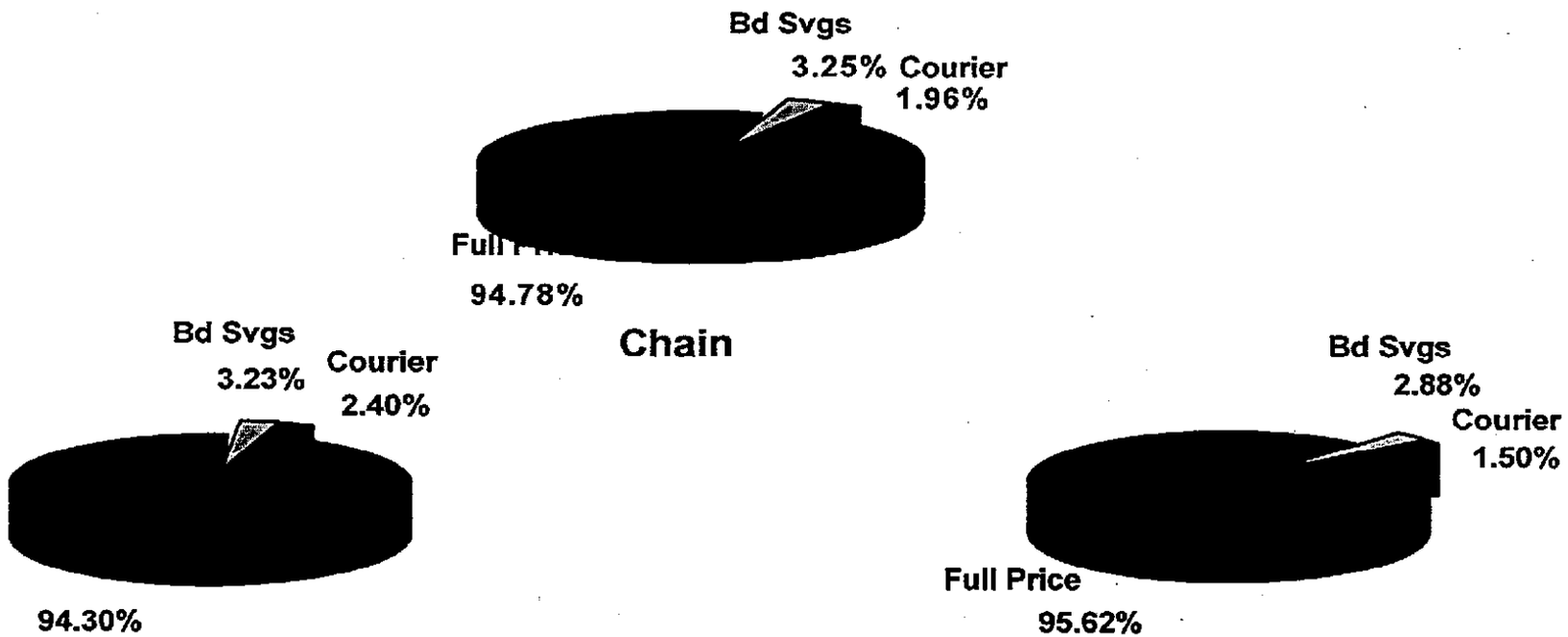
Quick Chek Food Stores
Manufacturer "Exclusive" Display Test
Share of Price Segment
2nd Half 1997



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Test Summary *(Based on comparison of 2nd Half 1997 Vs 1st Half 1997)*

- *Quick Chek's (chain) average weekly cartons shipped to stores gained 17.2%*
  - *Six of the test stores exceeded that performance level*
  - *Seven of the control stores exceeded that performance level*
- *Philip Morris shipped 6,583 more promotion cartons to test stores during the test period (2nd half 1997) Vs 1st half 1997.*
  - *Comparing test to control stores, Philip Morris shipped 3,584 less promotion cartons to control stores*
- *Grouped together, and comparing average weekly cartons shipped to stores:*
  - *Total Cartons: Chain, Test and Control stores performed similarly*
  - *Full Price: All 3 groups performed similarly*
  - *Branded Savings: Chain averaged a 20.5% increase, test stores a 17.5% increase, control stores a 27.6% increase*
  - *COURIER: Chain averaged + 2.9% increase, test stores + 1.7% increase, control stores + 9.1% increase.*
- *Manufacturer Share Performance*
  - *Philip Morris: Chain -.7%, Test + 1.3%, Control + .33%*
  - *Marlboro: Chain +.2%, Test + .4%, Control + .18%*
  - *RJR: Chain + .87%, Test + .13%, Control + .62%*
  - *Lorillard: Chain - .29%, Test -.59%, Control - .56%*
  - *BAT: Chain - .48%, Test -.56%, Control - .39%*

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